



NEWS RELEASE

WISCONSIN FOUNDATION AND ALUMNI ASSOCIATION

uwalumni.com

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Wisconsin Alumni Association announces Homecoming 2021 events

Many campus and online offerings to celebrate the Badger spirit

MADISON, WI (October 15, 2021) — Every fall since 1911, the University of Wisconsin has celebrated Homecoming. This year's event marks the return of many in-person activities for students, alumni, and friends of UW–Madison to reconnect and share Badger traditions this Homecoming week, October 25–30.

“The Wisconsin Alumni Association takes great pride in offering this array of spirited events that everyone can enjoy in person and virtually,” said Sarah Schutt, chief alumni officer and executive director of the Wisconsin Alumni Association. “We will monitor and follow the latest public health guidance from local officials and the CDC, including the wearing of face coverings while indoors.”

Throughout the week, alumni will be able to support the UW by wearing red and posting their pride on social media, celebrating the LGBTQ+ community, enjoying live music, and taking part in an annual tradition to provide crucial financial support to the UW through Fill the Hill.

“The famed flamingos will return to Bascom Hill, each representing a gift that will make a critical difference for UW–Madison,” said John Grice, associate vice president of annual giving. “We encourage everyone to join in the fun and help UW–Madison remain one of the world's leading institutions of higher education and research.”

Homecoming excitement builds up to a spirited Friday night Block Party and Pep Rally featuring the UW Marching Band, a visit from Bucky Badger, and fireworks. Then on Game Day, alumni, students, staff, and faculty can cheer on the Badgers against the Iowa Hawkeyes during the Multicultural Homecoming Tailgate and Watch Party.

A full listing of events follows, or you can visit the website for more information at uwalumni.com/homecoming.

Week of October 25–30

How Do You Badger On? Share your pride online:

- **Monday:** Share your spirited spaces (desk, home, car, etc.) on social using #UWHC.
- **Wednesday:** Post your favorite Game Day photos using #UWHC.
- **Friday:** Sport your Badger best (like The Red Shirt™ — the official shirt of UW Homecoming) on Wear Red Day and share on social using #UWHC.
- **Saturday:** Post a pic of how you're tailgating at home (or wherever you're pregaming) using #UWHC.

Tuesday, Oct. 26

Forging Connection, Finding Community: A Celebration of LGBTQ+ Milestones at UW–Madison

6–7:30 p.m. CDT

Red Gym

716 Langdon Street, Madison

In celebration of LGBTQ+ History Month in October, enjoy a program that honors achievements and builds community. Speakers include Paula Bonner, CEO emerita of the Wisconsin Alumni Association. [Click here](#) for more information and to register for this event.

Wednesday, Oct. 27

Family-Friendly Scavenger Hunt (online activity)

5:30 p.m. CDT

Put on your favorite red gear and hunt for everyday objects (Badger-themed ones, of course) around your home. Then keep the fun going with more activities, and share your experiences on social. [Click here](#) for more information and registration.

Thursday, Oct. 28 starting at 5 p.m. through Friday, Oct. 29 until 6 p.m. CDT

Fill the Hill

The famed flamingos return to Bascom Hill, after a one-year absence due to COVID-19. The event celebrates the classic 1979 student prank when 1,008 pink plastic flamingos covered Bascom Hill. Every gift the UW receives will add one flamingo to the fabulous flock, but most importantly, help the university meet its most pressing needs. For every \$250 gift, we will ship a collectible plastic lawn flamingo to the donor. [Click here](#) for more information.

Friday, Oct. 29

Multicultural Homecoming Yard Show (in-person event)

4:30 p.m. CDT

Shannon Hall, Memorial Union

800 Langdon Street, Madison

Watch as students step, stroll, and perform on the big stage. This event is hosted in partnership with the office of Fraternity and Sorority Life, the National Pan-Hellenic Council (NPHC), and the Multicultural Greek Council (MGC). The cost to attend is \$10 per person for alumni and free for students. All proceeds will support the installation of the [Divine Nine Garden Plaza](#). [Click here](#) for more information and registration.

All Ways Grateful Virtual Celebration (online event)

7 p.m. CDT

Commemorate the success of UW–Madison’s All Ways Forward comprehensive fundraising campaign and what it has achieved. Share in this celebration wherever you live. [Click here](#) to register and get more information.

Block Party (in person) and Pep Rally (in person and livestreamed)

7–9 p.m. CDT

Alumni Park

724 Langdon Street, Madison

and

Memorial Union Terrace Stage

800 Langdon Street, Madison

This drop-in, family-friendly event will be held outdoors in Alumni Park and includes a silent disco, live music with alumni DJ Saint Saunter (Sarah Akawa) and DJ Ace (Vanessa McDowell), a collaborative mural project with Emily Balsley, stargazing with telescopes from Washburn Observatory, caricature artists, performances from Pitches and Notes, a magic show with magician Matthew Teague, puppets from the Wild Rumpus Circus, caricature artists from Funny Faces, and free hot apple cider and cocoa. Plus, at 8 p.m., enjoy a pep rally in person on the Terrace stage or streamed live, featuring Badger football great Montee Ball, UW–Madison women’s basketball coach Marisa Moseley, and performances from the UW Marching Band and Bucky Badger, followed by fireworks over Lake Mendota.

Saturday, Oct. 30**Multicultural Homecoming Tailgate and Watch Party (in-person event)**

10:30 a.m.–3 p.m. CDT

Pyle Center

702 Langdon Street, Madison

Connect with alumni, students, staff, and faculty to cheer on the Badgers during the Homecoming game versus Iowa. Enjoy music, halftime entertainment, complimentary refreshments, and a raffle to win prizes. A cash bar will be available. [Click here](#) to register and get more information.

Homecoming Game

Kickoff at 11 a.m. CDT

The Wisconsin Badgers take on the University of Iowa Hawkeyes at Camp Randall Stadium.

UW-Madison Homecoming is sponsored by American Family Insurance, UW Credit Union, Capitol Lakes, The University Bookstore, Smart Motors and the UW-Madison Division of Diversity, Equity and Educational Achievement.


ABOUT THE WISCONSIN FOUNDATION AND ALUMNI ASSOCIATION

The Wisconsin Foundation and Alumni Association is a nonprofit organization dedicated to advancing the interests of the University of Wisconsin–Madison. It brings together alumni and friends of the university to raise, invest, and distribute funds, and it connects a growing number of Badgers to help facilitate their support for each other and the university. For more information, please visit supportuw.org or uwalumni.com.
